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350 blooms Mastodon Pansies from our open seed fields of Greenhouse Special Mixed Improved Specimens to be found in Miracle Mixed

WHOLESALE ONLY

STEELE'S PANSY GARDENS

Since 1893

East 44th and Powell Streets
Portland, Oregon, U. S. A.

E. J. Steele, Manager
M. I. Steele, Secretary

Season of 1923

STEELE'S SERVICE SPELLS SATISFACTION

Mastodon Pansies, huge in size, marvelous in form and substance, with a range of colors including those of the world's best growers as well as many new and unique shades **originated by us and not to be found in any other strain** represent the result of many years of study and application of the best methods of plant breeding and to the special and exclusive cultivation of pansies.

Thirty years of cultivation of pansies only, and the largest growers of pansy seed in the world.

Write for our booklet, "Steele's Commercial Pansy Culture"—**Free.** No obligations.



Photo of Our 1923 Masterpiece Mixed—actual size

Our 1923 Novelty Masterpiece Mixed

I have spent over twenty years developing a real strain of "honest to goodness" ruffled pansies that I could recommend to market growers. Excepting white they contain every known shade in pansies, with long, strong stems. They are true mastodons in size, form, substance and color.

For Prices See Page Four

MASTODON PANSIES

The strain originated by us and named Mastodon, includes white, dark center, dark blue center and light blue center, pure white, black, Burgundy red, lavender, violet, light blue, bronze, royal purple, rose, cerise red, red with silver rim, mahogany, yellow, wine colored, red and gold, lavender and gold, henna red, **new**, some ruffled types, with a dozen or more variations in each color, in size measuring up to three and seven-eighths inches in diameter.

WHY MASTODON PANSIES?

1. When we were plant growers we always selected early blooming seed plants, and were in the market from two to six weeks ahead of all others and that was when we got the money. **You Know.**
2. The winters are cold enough to destroy weak, leaving only hardy, strong growing sorts. All field grown. No glass. The only commercially grown pansy seed produced under like conditions, and therefore, we believe, the hardiest in existence.
3. Thirty years of exclusive cultivation of Mastodon Pansies, which include scores of varieties found in no other strains.
4. Selection of "constant" instead of "variable" types, bearing huge blooms, and plants of compact habits and extra early flowering.
5. A vigorous roguing of all inferior kinds for the sake of quality and not quantity.
6. No rainfall during harvest to injure hand picked seed.
7. No intense heat to impair vitality of seed.
8. Likewise the Oregon climate permits of slow but constant drying and curing of seed under natural conditions insuring the well known high germinating power of Mastodon Pansies.
9. A reliable source of supply of the newest and finest types of pansies from the largest exclusive growers of pansy seed in the world. We ship all seed on the day order is received.
10. A Golden Rule service to you that will make it a pleasure to patronize us.

Getting down to brass tacks—as a commercial grower of pansy plants, there are three factors to be considered when you select a strain of pansy seed.

1. Will there be a well balanced, wide range of colors that will give entire satisfaction to your customers and their customers, as to size, beauty and novelty, **when they come into bloom?**

2. Will they bloom extra early in the Spring, showing a fine, **large** bloom, on a **small** stocky plant, with proper care and cultivation? This is the way they grow for us. You win, when you beat the others to the early market, of course.

3. Will the seed germinate to your entire satisfaction?



MASTODON PANSIES

PREPARING BED FOR GERMINATING SEED

1. Have your ground perfectly clean and free of weeds and trash, pulverized to a depth of six or more inches.
2. On the level surface spread evenly a layer of pulverized manure, barnyard scrapings preferred, to a depth of at least one inch.
3. Overlay manure with half inch of the best soil you have, thoroughly pulverized.
4. Roll or rake down and tamp surface true and smooth.
5. Use the hose freely and soak down the bed several inches.
6. Sow your seed in drills or broadcast—we sow broadcast.
7. Cover as lightly as possible with your best soil or sand. Sand is best.
8. Use spray of water to moisten surface.
9. Allowing plenty of ventilation, keep your beds moist, quite moist, but not soaking wet, until plants come up.

We use unbleached sheeting, cheapest grade, to retain moisture. As soon as plants begin to come through freely we remove sheeting permanently, and sift tops of beds with thin layer of barnyard scrapings. Water young seedlings sparingly to avoid damping off.

Never allow your beds to become dry. Any dryness after seeds sprout is absolutely fatal. These directions are for sowing in the open field, but will apply when using flats or cold frames. We use 60 to 75 square feet to sow an ounce of seed.

If possible, alternate your pansy crop with some other crop.

With labor, other expense and space occupied to be considered, there is no crop grown that will pay the handsome profit of a bed of pansy seedlings or blooming plants.

THE UNUSUALLY HIGH GERMINATING QUALITIES OF MASTODON PANSY SEED is a revelation to all extensive growers who use our seed.

THE SEED

The growing of Mastodon Pansy seed is a branch of our business that is given my personal attention daily, from the time the plants are selected in bloom to the time when the seed is sealed in the package, so that I know positively the premier quality of every package.

For Prices of Seedlings Write or See Trade Journals

E. J. Steele.
Manager.

Steele's Pansy Gardens

Portland, Oregon, U. S. A.

Wholesale Prices Net

1923 Crop

Mastodon Miracle Mixed—Our super mixture contains all the finest types of all our strains, latest novelties, and including ruffled flowers and many of our new sunburst pansies, smoky rims, henna shades, with fine long stems; in fact, an up-to-the-minute strain that will delight the pansy fan who is looking for something BETTER in the pansy world. Fine forcing. O. K. outside. Price: 1-16 oz., \$0.85; 1/8 oz., \$1.50; 1/4 oz., \$2.75; 1/2 oz., \$5.25; 1 oz., \$10.00; 2 oz., \$19.00.

Mastodon Masterpiece Mixed. First offered. See page 2 for description.

Price: 1-16 oz., \$1.00; 1/8 oz., \$1.75; 1/4 oz., \$3.25; 1/2 oz., \$6.25; 1 oz., \$12.00.

Mlle. Irene—New. A shade never before known to pansies. A henna red, and in every other respect a grand flower with a long, strong stem. Price same as Masterpiece Mixed.

Steele's Mastodon Striata—Our novelty. Of great size and varied types, mostly dark and rose pink shades, mottled and beautifully striped in true sunburst fashion.

Improved Vulcano—A rich, velvety Burgundy red of immense size.

Steele's Improved Orchidea—A mixture of unique sorts, ranging in color from creamy white to shell pink, and of the most delicate orchid shades. A beautiful variety.

The price of each of three varieties named above is: 1-16 oz., \$0.85; 1/8 oz., \$1.50; 1/4 oz., \$2.75; 1/2 oz., \$5.25.

	1/16 oz.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.	3 oz.	4 oz.
Steele's Mastodon Greenhouse Special, mixed, O. K. outside or inside; highly recommended	\$0.65	\$1.00	\$1.75	\$3.25	\$6.00	\$16.00	\$21.00
Steele's Mastodon Private stock, mixed.....	.65	.75	1.50	2.75	5.00	13.50	17.50

Steele's Panama Pacific—A huge deep yellow; some with dark centers, some without.

Steele's Parisian Yellow—A pure yellow of the grandest form and size.

Steele's Bronze Mastodon—Very large. All the different shades from burnished brass to gold; wonderfully tinged with nearly every color known to pansies.

Steele's White Mastodon (dark center)—The largest pansies we have ever seen.

Steele's Grand Duke Michel (Improved Candi-dissima)—The finest and largest all-white pansy in the world.

Steele's Madame Perrett—A beautiful and distinct type with edges of petals frilled—bordered white; colors dark wine, pink and red.

Steele's Black Mastodon—Nearly all jet black; a few very dark purple and all velvety in substance and of immense size.

Steele's Mastodon Madame Steele—Elk's purple; immense blooms; a perfect self.

Steele's Prince Henry—A splendid dark blue of great size.

Steele's Improved Beaconsfield—New. A fine bluish purple with a distinct lavender tinge on the upper part of the upper petals. A beautiful European variety, but having the size of the true Mastodon type.

Steele's Mastodon Adonis—New; of huge size; light blue, baby blue and lavender shades.

The price of each of the eleven varieties named above is: 1/16 oz., \$0.65; 1/8 oz., \$1.00; 1/4 oz., \$1.75; 1/2 oz., \$3.25; 1 oz., \$6.00.

Owing to variations in soil, climate, care and cultivation, we are not responsible for the crop.

For Description of Mastodon Pansies see Page Two.